

October 20, 2010

Subject: Sketchers' Zevo-3 Violates the Children's Television Act

Dear Chairman Genachowski:

I urge the FCC to rule that the Nicktoon's program, Zevo-3, **violates** the Children's Television Act. This upcoming programming is a commercial for Sketchers' shoes. Featuring three spokescharacters that represent shoes made by the Sketchers brand, the show violates both commercial time limits and the FCC's policies on host-selling.

I urge you to stop Nicktoon's Zevo-3 from airing.

Sincerely,

David Rohrer
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